

ORDER



Orders **Order / Rev:** 69697
 Alt Order #: 9854270 /Brad
 Product Desc: John Maher
 Estimate:
 Flight Dates: 11/02/12 - 11/06/12
 Original Date / Rev: 11/01/12 / 11/01/12
 Order Type: GENERAL

WHP-TV CBS21
 Primary AE: Millennium Washington DC
 Sales Office: MNAT
 Sales Region: National

Agency **Name:** Littlefield & Associates Consulting
 Buying Contact:
 Billing Contact:
455 Massachusetts Avenue NW Suite 10
Washington, DC 20001

 Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser **Name:** Maher/R/PA Auditor General
 Demographic: A35+
 Product Codes: State Elections
 Priority: P-1
 Revenue Codes: AGY, POL-CAND, GEN

 New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:
Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$5,555.00	\$4,721.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$5,555.00	\$4,721.75	0.00
Totals	24	\$5,555.00	\$4,721.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/02/12	11/06/12	M-F 5a-6a News	CM	5:30 AM-6:00 AM	11--1--	:15/:15	3	\$125.00	P-1	0.00	BK	3	\$375.00
				CBS 21 News at 5a		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2	\$125.00	0.00							
		Week: 11/06/12	11/12/12	-1-----		1	\$125.00	0.00							
N 2	WHP	11/05/12	11/06/12	M-F 5a-6a News	CM	5:00 AM-5:30 AM	11-----	:15/:15	2	\$125.00	P-1	0.00	BK	2	\$250.00
				CBS 21 News at 5a		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1-----		1	\$125.00	0.00							
		Week: 11/06/12	11/12/12	-1-----		1	\$125.00	0.00							
N 3	WHP	11/02/12	11/06/12	M-F 6a-7a News	CM	6:00 AM-6:30 AM	11--1--	:15/:15	3	\$225.00	P-1	0.00	BK	3	\$675.00
				CBS 21 News at 6a		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2	\$225.00	0.00							
		Week: 11/06/12	11/12/12	-1-----		1	\$225.00	0.00							
N 4	WHP	11/02/12	11/06/12	M-F 6a-7a News	CM	6:30 AM-7:00 AM	11--1--	:15/:15	3	\$225.00	P-1	0.00	BK	3	\$675.00
				CBS 21 News at 6a		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2	\$225.00	0.00							
		Week: 11/06/12	11/12/12	-1-----		1	\$225.00	0.00							
N 5	WHP	11/06/12	11/06/12	CBS This Morning	CM	7a-9a	-T-----	:15/:15	1	\$75.00	P-2	0.00	BK	1	\$75.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/12	11/12/12	-T-----		1	\$75.00	0.00							

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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	11/03/12	11/03/12	CBS This Morning Saturday Early Show	CM	9a-11a	-----S-	:15/:15	1	\$125.00	P-2	0.00	BK	1	\$125.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/30/12 11/05/12 -----S- 1 \$125.00 0.00															
N 7	WHP	11/04/12	11/04/12	CBS Sun Morning	CM	9a-1030a	-----S	:15/:15	1	\$400.00	P-1	0.00	BK	1	\$400.00
CBS Sun Morning															
N 8	WHP	11/05/12	11/05/12	M-F 11a-12p	CM	11a-12p	M-----	:15/:15	1	\$325.00	P-2	0.00	BK	1	\$325.00
M-F 11a-12p															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/30/12 11/05/12 M----- 1 \$325.00 0.00															
N 9	WHP	11/02/12	11/05/12	M-F 5p-530p News	CM	5p-530p	1---1--	:15/:15	2	\$325.00	P-1	0.00	BK	2	\$650.00
CBS 21 News at 5p															
N10	WHP	11/05/12	11/05/12	M-F 530p-6p News	CM	530p-6p	1-----	:15/:15	1	\$325.00	P-1	0.00	BK	1	\$325.00
CBS 21 News at 530p															
N11	WHP	11/02/12	11/05/12	M-F 6p-630p News	CM	6p-630p	1---1--	:15/:15	2	\$350.00	P-1	0.00	BK	2	\$700.00
CBS 21 News at 6p															
N12	WHP	11/02/12	11/04/12	Sa-Su 6p-630p News Rd	CM	6p-630p	-----11	:15/:15	2	\$140.00	P-2	0.00	BK	2	\$280.00
CBS 21 News at 6p															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/30/12 11/05/12 -----11 2 \$140.00 0.00															
N13	WHP	11/05/12	11/05/12	M-F 11p-1135p News	CM	11p-1135p	M-----	:15/:15	1	\$500.00	P-1	0.00	BK	1	\$500.00
CBS 21 News at 11p															
N14	WHP	11/04/12	11/04/12	Su 11p-1130p News	CM	11p-1130p	-----S	:15/:15	1	\$200.00	P-2	0.00	BK	1	\$200.00
CBS 21 News at 11p															
Totals													24	\$5,555.00	